



DOES CULTURE AFFECT THE WAY GREEN ADVERTISING IS PERCEIVED?

A quantitative study on consumer willingness to purchase convenience goods based on green advertisements.

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International Business
Bachelor's Thesis
Supervisor: Paurav Shukla
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Objectives

The main objective of this study is to explore the relationship between culture and green advertisement perception. Culture and advertisements are linked as shown by research. However, a gap in the knowledge was identified regarding the cultural dimension of indulgence and its effect on buying behavior. Thus, this research aims to investigate how the cultural dimensions of individualism versus collectivism, and indulgence versus restraint affect willingness to purchase green products. A gap was also found in the knowledge about culture as a driver of the green gap. The aim is to investigate differences between Finnish and Vietnamese consumers.

Summary

Initially, literature on green marketing and culture was reviewed. This was followed by an online quantitative survey study that measured the respondent's environmental attitude, ranking on individualism, collectivism, indulgence, and their willingness to purchase green products based on the constructed advertisements. A total sample size of $N = 81$ was collected.

Conclusions

Regardless of culture, consumers showed an overall higher willingness to purchase green products than non-green products. Individualism and indulgence were linked to slightly higher perceptions of green advertisements, as they demonstrated a higher willingness to buy. The study did not find culture to be a driver of the green gap as individuals regardless of their culture, demonstrated similar behavior.

Key words: green advertising, green marketing, green gap, culture, convenience goods, marketing

Language: English

Grade:

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1. INTRODUCTION

Green advertising is an important subtopic of green marketing to understand because consumers are showing increasing concern for the environment, and the demand for green products is on the rise (Schmuck et al., 2018). The link between environmentally friendly management practices and the environmental reputation of companies is positive, which requires companies to publicize the efforts they are making towards behaving green (Chang, 2011; Wong et al., 2014). This also explains why an increasing number of companies are placing more emphasis on green advertising as it allows companies to bridge the link between environmentally conscious manufacturing and environmental reputation (ibid). Therefore, the concern for environmentally friendly practices matters at the management level. One of the most significant problems researchers have faced in green advertisement research is the green gap and how to close it (Gupta & Ogden, 2009; Durif et al., 2012; Gleim & Lawson, 2014; Kim et al., 2016). A green gap occurs when customers express positive attitudes towards green purchasing intentions, but their buying behavior does not correlate, which is known as an attitude-behavior gap (Gupta & Ogden, 2009; Gleim & Lawson, 2014). In a recent survey, 65% of respondents said they want to purchase products from brands that advocate sustainability, yet only 26% of respondents do so (White et al., 2019). This is not beneficial for companies advocating their products with an environmentally friendly focus.

Culture shapes the customs, attitudes, and beliefs of individuals and thus influences the way advertisements are perceived. Culture is regarded as a form of mental programming, which affects all aspects of life (Hofstede, 2011). Therefore, advertisement appeals need to be matched to the corresponding cultural values, especially in instances in which the advertisement is being shown in highly contrasting cultures (Zhang & Gelb, 1996). This proposes that advertisements shown in an individualistic country such as Finland compared to a collectivistic country like Vietnam should differ in terms of advertisement appeals because individuals from these cultures will perceive the same advertisement in different ways. Thus, cultures can be expected to differ in terms of green advertisement perception. Multinational companies need to understand that the same green advertisement appeals are not necessarily attractive

to consumers in different countries. A study comparing the effectiveness of green advertisement appeals in the United States and the Netherlands confirms this by showing how the countries differ in terms of advertising appeals for milk (Sriram & Forman, 1993). This indicates, that culture is an important factor in how consumers react to green advertisements. Yet, Leonidou et al. (2011) found that the country in which the international firm is located has a significant effect on the design and execution of the green advertisement. Therefore, culture not only affects the way green advertisements are perceived but also the way they are constructed. It also suggests that multinational companies use the same green advertisements internationally, despite the differing cultures in each country it is applied to. This creates concern about the effectiveness of green advertisements when shown to individuals from different cultures. This thesis aims to identify how individuals from different cultures react to the same green advertisement when compared to a non-green advertisement in terms of willingness to buy.

Previous studies on green advertisement perception and culture have not compared a North-European and Southeast Asian country (Sriram & Forman, 1993; Kong & Zhang, 2013). Comparisons between these countries on green advertisement perception could be of important use to marketing managers as the cultures differ significantly on many dimensions of national culture, including individualism versus collectivism and indulgence versus restraint (hofstede-insights.com). The differences between the individualism in Finland (63) and Vietnam (20), and the indulgence in Finland (57) and Vietnam (37) are significant (ibid). Understanding how a standardized green advertisement is perceived in such differing cultures is crucial in designing an advertisement that will bring the most benefit to the company. The purpose of this Bachelor's thesis is to study the differences and similarities between Finnish and Vietnamese consumers in the way green advertisements are perceived and the extent to which the green advertisements lead to a willingness to buy. The thesis places a focus on convenience products, as they are fast-moving consumer goods that require frequent repurchasing which contributes to volume-based consumption (Kenton, 2019). Volume-based consumption thus contributes to a more significant effect on the environment. The more consumed, the larger the effect on the environment including packaging waste, manufacturing pollution, and transportation pollution. Additionally, convenience goods have a low barrier to purchase due to their low price point and are

therefore predicted to best match the buying power of the nonprobability sample studied (ibid).

The purpose of this thesis is to answer the following research questions:

Research Question 1: What are the reactions of customers regarding willingness to buy when approached with green versus non-green advertisements of convenience products?

Research Question 2: Are there cultural differences in the way in which green advertisements are perceived?

- Individualism versus collectivism
- Indulgence versus restraint

2. THE PARADOX OF GREEN MARKETING

The following literature review attempts to identify and discuss the most significant pieces of literature related to how culture affects the way green advertisements are perceived. The literature review identifies the hypotheses to be studied. The discussion will first consider the paradox of green marketing, a concept covering all the necessary subtopics to be discussed. These include the green gap, the drivers of green purchasing, green advertising, convenience products, and the green advertising of convenience products. The discussion then shifts to culture and its effect on advertising. Finally, the focus is placed on exploring the cultural dimensions of individualism versus collectivism and indulgence versus restraint. Reviewing the literature will guide in designing the methodology and questionnaire for the research. The literature review excludes comparing the advertising methods of green convenience product advertisements and non-green convenience product advertisements, as not enough significant literature was found. A comparison of the willingness to buy convenience products based on green advertisements versus non-green advertisements will be explored further when discussing and designing the

methodology of this thesis. The terms green and environmentally friendly are used interchangeably throughout the thesis.

The paradox of green marketing refers to the contradictory goals between “being green” by leaving a minimal impact on the environment and profit-seeking firms aiming to increase sales and profits by increasing production and thus increasing the environmental impact they have. Companies may apply greenwashing techniques to appear environmentally friendly to encourage green purchasing behavior when in reality, they are not taking steps towards environmentally friendly practices. Muldoon (2006) points out that there are two major sides to the debate of the paradox of green marketing and green consumption. These include those that argue that green consumption is a passing trend with minimal environmental benefits and those that argue that green consumption is just another form of capitalism contributing to further environmental damage (ibid). Polonsky (1994) defines green marketing in the following way: “all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.” Green marketing thus coincides with the concepts of “green advertising”, “green consumption” and “green purchasing”. While the consumption of green alternatives may be better for the environment, it still contributes to the same areas of environmental concern as consumption of non-green alternatives. These include but are not limited to the greenhouse gases created in the manufacturing and transporting of the product, thus contributing to the paradox of green marketing.

Research in the past decades has identified the levels of green advertising which relate to the paradox of green marketing (Fowler & Close, 2012). Kilbourne (1995) discovered that although green advertising may seek to promote environmentally friendly alternatives to non-green products, from an ecological perspective green advertising is very weakly “green” unless it promotes an environmentally friendly version of a product for non-frivolous human needs. Nonetheless, Kilbourne (1995) agrees that green marketing and advertising are still necessary tools in promoting environmentally friendly consumption behavior. Polonsky (1994) states that the purpose of green marketing is not to promote the elimination of environmental harm but to promote the minimization of environmental harm. Despite the marketing

message of green advertising to consume with minimal environmental impact, the meta-message of green advertising encourages consumption rather than cutting back on consumption (Kilbourne, 1995). Similarly, Leonidou et al. (2011) found that green advertisements encourage buying behavior through highlighting consumption related issues that the product aims to minimize. This contributes to the paradox of green marketing. Profit-seeking companies aim to increase profits by selling an increasing amount of goods through green advertising. Increasing demand while appearing environmentally friendly can lead to companies relying on greenwashing their company and products in order to gain or retain customers.

Greenwashing is a reappearing term and issue in the research surrounding the paradox of green marketing and green advertising (Chen & Chang, 2013; Nyilasy et al., 2014). Delmas and Burbano (2011) define greenwashing as: “the act of misleading consumers regarding the environmental practices of a company (firm-level greenwashing) or the environmental benefits of a product or service (product-level greenwashing).” Therefore, greenwashing can occur as a part of false green advertising. Boztepe (2012) found green advertising to positively influence the purchasing behavior of consumers. Additionally, green packaging claims increase the propensity of customers to purchase a product when compared to a product with neutral (non-green) claims (Aagerup et al., 2019). Therefore, the reason why companies would attempt to use “greenness” to enhance the image of their products through greenwashing appears logical. However, additional research shows that greenwashing has led to consumer mistrust and skepticism (Nyilasy et al., 2014). Nyilasy et al. (2014) found that companies that participate in greenwashing may be more successful in not applying green marketing strategies such as green advertising because it can negatively affect the attitudes customers have towards the brand. Greenwashing may negatively affect the purchasing intentions of consumers. Thus, companies should focus on communicating truthfully about their products to avoid creating consumer mistrust and skepticism which can be avoided. Communication about green products can occur through green advertising. By advertising in a truthful manner, companies can gain significant benefits from green advertising if positive environmental attitudes correlate with green purchasing behavior.

2.1 Green Gap

The green gap is the difference in the way consumers appear pro-green compared to how green their purchasing decisions are in reality. The green gap is also known as an attitude-behavior gap (Gupta & Ogden, 2009; Gleim & Lawson, 2014). Understanding why a green gap exists is relevant for companies that receive signals from customers of increased demand for green products, when in reality consumers may not choose the green product despite their pro-green attitude. Gupta and Ogden (2009) suggest that the green gap exists as a result of a social dilemma, in which the consumer has difficulties choosing between the collective social benefit of purchasing the green product or self-interest with not buying the green product. Durif et al. (2012) identifies that functional risks, financial risks (more expensive than their non-green alternatives) and temporal risks (more difficult to find and less efficient than their non-green alternatives) negatively affect the perceptions consumers have of green products. Consumers who fall into the green gap, therefore, consider the benefit to risk ratio of purchasing the green product to be insufficient. Similarly, Gleim and Lawson (2014) identify factors contributing to the green gap to include poor perceptions of the quality of green products as well as brand loyalty to non-green alternatives.

Attempting to close the green gap is necessary to maximize the sales of green products. Kim et al. (2016) suggest closing the gap and gaining the financial benefits of green advertising by targeting consumers who are already committed to behaving in an environmentally friendly way. Based on the existing literature around the green gap, little research has so far been conducted on how culture may contribute to the green gap. Moser (2015) explains that culture should be considered “because green purchasing is also an expression of what individuals think their social environment expects them to do” based on the norms and attitudes present within the culture. This thesis aims to add knowledge to this gap. Consumers who do not fall into the green gap are driven by specific factors to purchase green products.

2.2 Drivers of green purchasing

Drivers of green purchasing are factors that prevent consumers from falling into the green gap. Drivers of green purchasing result in green purchasing behavior. Green purchasing encouraged by green advertising contributes to the paradox of green marketing because consumption framed in a pro-environmental ideology still leads to excess consumption. Moser (2015) discusses that attitude towards green products is not a significant driver of green purchasing in everyday buying behavior, whereas willingness to pay is. These findings support the existence of the earlier discussed attitude-behavior gap. It also suggests that individuals in a better financial position may be more inclined to purchase green products. However, Moser (2015) explains that the nonsignificant factor of attitude in the results is counterintuitive and could be because of the factors left unconsidered in the study. Opposing these findings, Chekima et al. (2016) reports that environmental attitude plays a significant role in driving green purchasing behavior. The study does not address the attitude-behavior gap. Both Moser (2015) and Chekima et al. (2016) use the theory of planned behavior to explain and predict the variance in consumer behavior regarding green purchasing, as well as structural equation modeling as their methodology. The contradicting results may, therefore, be a result of the nature of the samples used or the difference in the factors considered. Moser (2015) studied the German population focusing on green purchasing behavior with the factors of attitude, personal norms, and behavior, whereas Chekima et al. (2016) studied the Malaysian population focusing on attitude, eco-label, man-nature orientation, gender, education and premium price. More research needs to be conducted on barriers to green consumption in addition to the green gap (Moser, 2015).

With more relevance for this thesis, cultural dimensions have also been studied as drivers of green purchasing (Laroche et al., 2001; Kim & Choi, 2005; Nguyen et al., 2017). Laroche et al. (2001) explain that ecologically conscious consumers report collectivism and security as important values. Therefore, cultures that value collectivism could be more environmentally friendly than cultures that value individualism. However, following research has shown that the relationship between cultural values and the desire to participate in green purchasing behavior is nonsignificant, suggesting that the relationship between these two variables is weak

(Kim & Choi, 2005). Kim and Choi (2005) suggest that the relationship between cultural values and green purchasing may only exist as a result of other factors such as paring collectivism with a belief in self-efficacy. Contrary to these findings, Nguyen et al. (2017) also studied the effect of cultural values on green purchasing behavior, discovering that collectivism and long-term orientation as cultural values directly and positively affect green purchasing behavior. However, the study by Nguyen et al. only focused on shopping goods (electrical appliances). This leaves a gap in research for data to be collected on the effect of cultural values on the green purchasing behavior of convenience goods. The differences in research results regarding culture as a driver of green purchasing may be a result of increased awareness about environmental issues all over the globe in the decade between the studies. However, current literature suggests that collectivistic individuals may be more inclined to purchase green products than individualistic individuals. Very little research exists about the cultural dimensions of indulgence versus restraint as drivers of green purchasing behavior, thus this thesis aims to focus on them.

The table below summarizes the drivers and nonsignificant drivers of green purchasing as discussed by the literature.

Author	Drivers	Nonsignificant drivers
Laroche et al. (2001)	Attitudes Values (collectivism, security)	Eco-literacy
Kim and Choi (2005)	Environmental concern	Cultural values
Moser (2015)	Willingness to pay Personal ethical motives	Attitude
Chekima et al. (2016)	Attitude Eco-label Man-nature orientation	Premium price
Nguyen et al. (2017)	Collectivism Long-term orientation	-

Table 1: The drivers and nonsignificant drivers of green purchasing

2.3 Green advertising

Banerjee et al. (1995) define green advertising as any print or television advertising that meets at least one of the following criteria: “Explicitly or implicitly addresses the relationship between a product/service and the biophysical environment, promotes a green lifestyle with or without highlighting a product/service and presents a corporate image of environmental responsibility.” Kilbourne (1995) adds that green advertising is not truly green advertising unless the product advertised has green qualities in reality, for example, the use of fewer resources, environmentally friendly packaging, or an energy-efficient transport system. Kilbourne’s definition, therefore, disowns the earlier discussed greenwashing as a form of green advertising. The following section will discuss the dimensions on which green advertising exists.

The dimensions on which green advertising exists are similar to those in regular advertisements, but the levels of green advertising are not. The three important dimensions of green advertising have been identified to be the sponsor type (for-profit or nonprofit), ad focus (advertiser or consumer) and the depth of the ad (shallow, moderate or deep) (Banerjee et al., 1995). Kilbourne (1995) further develops the idea and explains that the five dimensions on which green advertising exists are environmentalism, conservationism, human welfare ecology, preservationism and ecologism. The advertisement strategies applied to green advertisements are very similar to those applied in regular advertisements, thus they can be functional and fact-based, they can utilize emotional appeal based on images, or a combination of the two strategies (Schmuck et al., 2018). The purpose of each of these strategies is to highlight a different aspect of either the product or company being advertised and to encourage the purchase of the green product in question.

Most recently, Fowler and Close (2012) identify the three levels on which green advertising exists as macro-level advertisers, meso-level advertisers, and micro-level consumers. Other notable research on the levels of green advertising was not found. The macro-level advertisers are non-profit companies aiming to save the entire planet, the meso-level advertisers are for-profit companies that advertise the environmentally friendly nature of their product and how it can result in the consumer appearing more green, and the micro-level consumers are consumers who want to consume

consciously and do their share in saving the environment (Fowler & Close, 2012). Interestingly, a gap exists between the macro-level advertisers and micro-level consumers (Fowler & Close, 2012). This is significant because it means that the message sent by the advertiser is not being decoded in the intended way by the consumer. The design and message of the green advertisements in this thesis must, therefore, specifically be curated for the intended audience. The intended message must be clear, and the focus should be placed on the benefits on an individual level, through the green advertising of convenience goods.

2.4 Convenience goods and green advertising

Convenience goods can be defined for each consumer as those goods for which the benefits of researching and comparing quality and price is smaller than the benefit of saving time, money and effort by simply choosing the most convenient option available at the store (Holton, 1958). Convenience goods are considered fast-moving consumer goods, as they are products consumed daily and require frequent repurchasing, thus, they are generally priced at a low level (Kenton, 2019). Therefore, convenience goods are consumed in large volumes every year. The environmental impact of takeaway product containers of convenience items (eg. single-use cups) has increasingly concerned the public. The House of Commons (2018) reported that 500,000 single-use coffee cups are thrown away every day in the United Kingdom. Convenience goods, consumed with a large volume are, therefore inherently not considered green as they have a huge impact on the environment.

A green convenience good is simply a convenience good advertised as a less harmful option to the environment than their non-green alternative. Therefore, the advertising and consumption of green convenience goods are linked to the greater paradox of green marketing. Convenience goods are low-involvement products; thus, companies must promote their products through advertising to remind and encourage customers to purchase their products. Therefore, the same idea applies to green convenience products and the green advertising of those products. Green advertising in the form of green claims on coffee packaging was found to positively influence the willingness of customers to purchase the product (Aagerup et al., 2019). Therefore, the green

advertising of convenience goods is beneficial to the marketer. This research aims to add to the existing knowledge about consumers' perceptions of green advertisements of convenience goods by including elements of culture as a factor.

Hypothesis 1: Green advertising of convenience goods increases the willingness to purchase those products.

3. CULTURE

A definition of culture by Thomas and Peterson (2018) in a business context is: "Culture is a set of knowledge structures consisting of systems of values, norms, attitudes, beliefs, and behavioral meanings that are shared by members of a social group (society) and embedded in its institutions and that are learned from previous generations." Hofstede (2011) regards culture as a form of collective mental programming. Culture is, therefore, an all-encompassing concept that affects all aspects of human life. Sometimes culture is more explicit through language, religion or the way of dressing, whereas in other instances culture is more implicit and therefore difficult to detect in the behaviors, attitudes and thought processes of individuals. These more subtle dimensions of culture present a challenge to marketing managers because there is a need to understand them to be able to deliver specific and effective messages to the target audience.

Over the past forty years, several notable studies have emerged to help identify different dimensions of culture (Trompenaars, 1996; House et al., 2004; Hofstede, 2011). During forty years of research, Hofstede (2011) identified the original dimensions of national culture in 1980 as individualism versus collectivism, power distance, uncertainty avoidance, and masculinity versus femininity with long-term versus short-term time orientation, and indulgence versus restraint being the newest additions to the list. Hofstede's original research on the dimensions of culture has been critiqued for only focusing on the American company IBM and for including an excessive number of complex to analyze dimensions (Smith, 2006). Additionally, it does not take into account behavior at an individual level. Trompenaars (1996) further identifies the seven dimensions of culture that separate one culture from another as

universalism versus particularism, individualism versus collectivism, affective versus neutral relationships, specificity versus diffuseness, achievement versus ascription, orientation towards time, and internal versus external control. The afore-mentioned theories share similarities, but Trompenaars' dimensions place more emphasis on the relationships between individuals. The Global Leadership and Organizational Behavior Effectiveness (GLOBE) study was also to an extent built on Hofstede's work, but it also identified additional dimensions. The GLOBE study recognizes cultural dimensions to be institutional collectivism, in-group collectivism, power distance, uncertainty avoidance, gender egalitarianism, assertiveness, humane orientation, future orientation and performance orientation (House et al., 2004). Debate between the authors and other academics about the relevance and need of each of the mentioned dimensions remains ongoing (House et al., 2004; Hofstede, 2006; Smith, 2006; Hofstede, 2010). As discussed by the literature, culture encompasses all areas of human lives, making it an important consideration in marketing practices including advertising.

3.1 Culture and its effect on advertising

Cultural values affect the way people perceive and react to advertisements. Therefore, advertisements need to be designed with culture in mind so that the advertisement can be as effective as possible. Unwin (1974) explains, that despite all other marketing factors pointing to the use of one advertisement globally, the significant effect intercultural distinctions have on the way advertisements are perceived mean, that it may be more efficient to allow each market to "translate the basic idea into its own 'advertising language'". Similarly, Zhang and Gelb (1996) explain that advertisement appeals should be matched to cultural values especially when the advertisement is used in countries with significant differences in cultural values. In addition to research conducted on the importance of individualistic versus collectivist values in advertising design, the value expressive purpose and social adjustment purpose also contributes to the effectiveness of an advertisement in a given market (Chiou, 2000). As an example, Head & Shoulders positioned their shampoo in the Taiwanese (collectivistic) market as a way of reducing social embarrassment of being unclean rather than as a form of personal care, and the campaign was extremely successful (Chiou, 2000).

However, De Mooij (2004) notes that in individualistic European countries such as Finland, personal care products like shampoo are purchased as a way of being set apart from others and therefore enhancing one's attributes. Thus, culture affects how advertisements are perceived.

Despite the effect of cultural values on the way advertisements are perceived, Rajabi et al. (2017) explain that the level of national openness to foreign advertisements also plays a significant role in whether an international advertisement is suitable or if a national targeted version would be more effective in delivering the desired advertising message. This creates managerial difficulties in the extent to which advertisements should be standardized (Rajabi et al., 2017). Therefore, given the number of factors that need consideration in advertising design, it can be challenging for marketing managers to design standardized yet effective advertisements for global use.

To further narrow down the discussion on culture and the research topic, the focus will now be shifted to Hofstede's cultural dimensions of individualism versus collectivism and indulgence versus restraint.

3.2 Individualism versus collectivism

Individualism and collectivism refer to the degree to which individuals in a society are integrated into groups and affect areas such as the degree to which harmony should be maintained, the "I" versus "we" mentality and classifying as individuals or as in-group or out-group (Hofstede, 2011). Individualism and collectivism in marketing are thoroughly recognized and researched and the relationship of these dimensions to environmental behavior has been studied (McCarty & Shrum, 2001; Cho et al., 2013). McCarty and Shrum (2001) discuss individualism and collectivism as factors for environmental beliefs and behavior in terms of perceived importance and convenience of recycling. The results suggest that the environmental behavior of people who have a high score on individualism and a low score on collectivism are the most difficult to encourage for change in environmental behavior (McCarty & Shrum, 2001). This suggests that individualistic people have fewer considerations for environmental behavior and that people with a more collectivistic mindset have more considerations

for the environment. The research however, focused on recycling specifically and not on green purchasing (ibid). However, collectivism has been identified as a driver of green purchasing behavior (Laroche et al., 2001; Nguyen et al., 2017).

Research conducted by Cho et al. (2013) also discusses individualism and collectivism as factors of environmental behavior, including perceived consumer effectiveness (the belief that the efforts of an individual can make a difference in the solution to a problem), environmental attitude, and environmental commitment. Contrary to earlier findings, the study shows that individualism in addition to horizontal collectivism (sense of in-group belonging) directly affects perceived consumer effectiveness and environmental attitude (Cho et al., 2013). Similarly, Morren and Grinstein (2016) discuss that attitudes towards the environment in individualistic countries is linked to a higher intention to behave in an environmentally friendly way than in collectivistic countries. The differences in the findings are likely a result of increasing environmental awareness. Especially western countries, many of which are highly individualistic may have shifted on the scale of environmental attitude to be more aware of environmental issues in the time between these studies due to increased media exposure. Triandis (1972) explains that individualistic cultures are more open to new behaviors and ideas, which can help to explain the shift in the results of environmental behavior research.

Research comparing the effectiveness of green advertisements on individualistic versus collectivistic cultures has not been conducted. Thus, this research aims to add knowledge to the field by comparing how green advertisements are perceived by individualistic (Finnish) and collectivistic (Vietnamese) people. As shown by the literature (Laroche et al., 2001; McCarty & Shrum, 2001; Hofstede, 2011; Cho et al., 2013; Morren & Grinstein 2016; Nguyen et al., 2017), the discussion around the role of individualism versus collectivism in environmental behavior is divided. In this thesis, the more traditional view (Laroche et al., 2001; McCarty & Shrum, 2001; Hofstede, 2011; Nguyen et al., 2017) of collectivistic cultures demonstrating higher tendencies to behave in an environmentally friendly way is adopted.

3.3 Indulgence versus restraint

Indulgence and restraint are the most recent addition to Hofstede's cultural dimensions (Hofstede, 2011). Therefore, the research surrounding the dimensions and purchasing behavior, or green purchasing behavior is still limited. According to Hofstede (2011), indulgent cultures are ones that allow for more "free gratification of basic and natural human desires related to enjoying life" whereas more restrictive cultures are ones that "control gratification of needs and regulate it by means of strict social norms." Pandey and Devasagayam (2015) consider the relationship between indulgent versus restrictive cultures and the effect mood and deals have on compulsive buying behavior. The research discovered that restrictive cultures were less prone to compulsive consumption as a result of mood, additionally, both indulgent and restrictive cultures showed compulsive consumption with good deals (Pandey & Devasagayam, 2015). Indulgence and restraint as cultural dimensions can, therefore, influence the purchasing decisions of individual consumers. Based on this, it can be predicted that both the mood and product price may affect the way green advertisements are perceived when comparing an indulgent (Finnish) and more restrictive (Vietnamese) society.

More recently, Guo et al. (2018) discuss the indulgence and restraint dimension to be more positively linked to prosocial behavior (volunteering, donating and helping strangers) in individualistic cultures than in collectivistic cultures. Therefore, if the definition of prosocial behavior is extended to buying environmentally friendly products, indulgent and individualistic cultures could be collectively expected to be more environmentally friendly than restrictive and collectivistic cultures. De Mooij (2017) analyzed consumer behavior data on a limited set of products from the perspective of indulgence and restraint, concluding that more research is needed to draw any definite relationships between consumer behavior and indulgence and restraint as dimensions of national culture. This research aims to identify if indulgence and restraint are drivers of purchasing convenience products advertised as green, and therefore contribute knowledge to the existing gap about these dimensions and purchasing behavior.

Hypothesis 2: Culture moderates the effect green advertising has on the willingness to buy of convenience goods.

H2A: Collectivistic cultures are more likely to purchase convenience goods based on green advertisements than individualistic cultures.

H2B: Indulgent cultures are more likely to purchase convenience goods based on green advertisements than restrictive cultures.

Hypothesis 3: Cultural values play a role in determining if a consumer falls into the green gap.

4. RESEARCH TOPIC AND CONCEPTUAL FRAMEWORK

The previous section primarily covered literature concerning the themes of the paradox of green marketing, culture, and their relevant subtopics. A gap in the marketing research surrounding the dimensions of national culture and green purchasing behavior was identified. Based on existing literature relevant hypotheses were formed. Research on individualism versus collectivism and environmental behavior is available, thus it is good to pair with dimensions that have yet to be thoroughly researched. A gap in knowledge was identified for the most recently added dimensions of indulgence versus restraint and purchasing behavior. Thus, this research aims to investigate the effect these dimensions may have on the perceptions of green advertising. The purpose of this thesis is to investigate how these dimensions of national culture shape the way green advertisements are viewed and if they affect the willingness to purchase the product. To determine this, a comparison will be made with the perceptions of non-green advertisements. A gap was also identified in the knowledge of cultural values driving the green gap, and thus it will be investigated. The thesis will contribute additional knowledge to the topic of green advertising and culture. Based on the existing literature, it is difficult to estimate if Finnish or Vietnamese consumers are expected to be more willing to purchase green products.

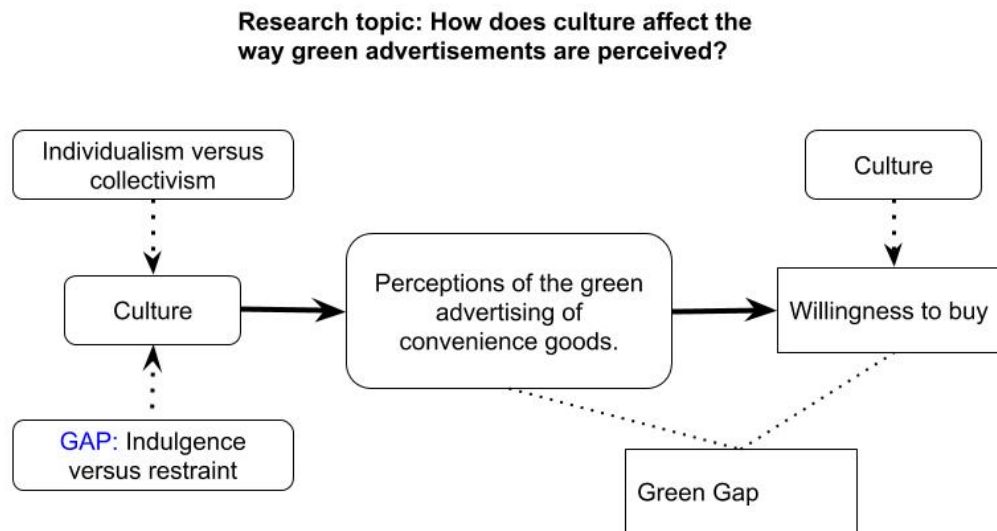


Figure 1: The conceptual framework

5. METHODOLOGY

The following section will discuss the methodology applied for this thesis in terms of epistemological positivism and deductive logic. Then the approach taken will be discussed in terms of measurement and procedure. The following effect of primary research on secondary research section discusses the types of measurement scales chosen. Then, the survey design and data collection sections describe the type of procedure taken to answer the research questions and study the hypotheses. To recap, from the existing literature around green advertising and culture, the following hypotheses were identified:

H1: Green advertising of convenience goods increases the willingness to purchase those products.

H2: Culture moderates the effect green advertising has on the willingness to buy of convenience goods.

H2A: Collectivistic cultures are more likely to purchase convenience goods based on green advertisements than individualistic cultures.

H2B: Indulgent cultures are more likely to purchase convenience goods based on green advertisements than restrictive cultures.

H3: Cultural values play a role in determining if a consumer falls into the green gap.

The approach taken in investigating the research problem is one that aligns with epistemological positivism. In this approach, the attitude towards the research problem is one in which the reality around humanity is considered unmistakable, and answers to research questions can be scientifically measured for results (Wicks & Freeman, 1998). Culture has been scientifically measured by researchers, and thus the assumption that culture can be viewed from a positivistic point of view is applied in this research (Trompenaars, 1996; House et al., 2004; Hofstede, 2011). Similarly, Sriram and Forman (1993) have shown in previous cross-cultural research regarding green advertising, that culture and the relationship it has with green advertising can be scientifically measured and analyzed. Therefore, based on the assumptions and attitudes held by the aforementioned research in this field, a similar way of thinking about the research problem was applied to this thesis.

With the appropriate approach chosen, the logic behind studying culture and green advertisement perception had to be identified. When assuming that reality is unmistakable, the relationship between different variables can be investigated. The main independent variable identified is culture and the dependent variable is green advertisement perception (measured by the willingness to buy the product). Thus, it was assumed that one factor could lead to the increase or decrease of another factor. Culture could affect green advertisement perception negatively or positively. Therefore, the approach of deductive logic was applied to the construction of the research questions, hypotheses and survey design.

The following section describes the effect of secondary research on the primary research that was conducted for this quantitative study.

5.1 Secondary and primary research

Secondary research was implemented into the primary research of this study. It was used to identify the scales to be applied in the primary quantitative research for measuring purposes. As research on environmental attitudes and culture exists, statements and scales often applied in this field were used as a foundation for this research. Therefore, this research does not rely on pure exploration, but rather compiles elements from earlier research to investigate the research questions and hypotheses. Firstly, a scale to determine the environmental attitudes of respondents was required. For this, the revised New Ecological Paradigm (NEP) Scale by Dunlap et al. (2000) was used. This scale was chosen to enable research to be done on the green gap. Secondly, existing scales to test for individualism and collectivism, and indulgence and restraint were necessary. The scale developed by Triandis & Gelfand (1998) was used to measure individualism and collectivism. Thirdly, the work of Hofstede (2011) and Yavuz (2014) compiled into statements by Enkh-Amgalan (2016) was used to test for indulgence and restraint. Including the scales used to measure cultural dimensions was necessary to measure the cultural values of respondents. Thus, the relationship between cultural dimensions and willingness to buy could be measured.

In addition to using secondary research in choosing the scales, secondary research also affected the chosen methodology for the primary research of this research project. To explore the relationship between culture and green advertisement perception, a mono-method of a survey was chosen due to time constraints. Similarly, previous studies about green advertisement perception have been conducted by quantitative survey research and therefore, the same methodology was chosen for this research instead of a qualitative approach (Sriram & Forman, 1993; Boztepe, 2012; Moser, 2015; Schmuck et al., 2018). Quantitative research was the appropriate choice, as it allows the problem to be measured scientifically. Statistical analysis can be used to reject or accept the proposed hypotheses.

In the following section, the survey design will be discussed in detail, and the previously described secondary research will be implemented as a part of the survey.

5.2 Survey design

As explained in the previous section, the chosen procedure was a quantitative survey. The survey opened by testing for the environmental attitudes of respondents. This was done to investigate the relationship between environmental attitudes and the willingness to purchase a product based on the green advertisement. Therefore, the green gap could also be investigated. The environmental attitudes were tested for on the New Ecological Paradigm (NEP) Scale (Dunlap et al., 2000). The respondents were provided with statements such as 'Humans have the right to modify the natural environment to suit their needs' and 'The Earth is like a spaceship with very limited room and resources' (ibid). They were then asked to rank themselves accordingly on a Likert-scale (1 = Strongly disagree, 5 = Strongly agree). By incorporating this section, measurement can be done to see if higher scores on the environmental attitude scale were reflected in an increased willingness to buy green products, thus investigating if the green gap was noticeable in the sample observed.

The survey also measured the respondents ranking on the cultural dimensions chosen for this study. Respondents were provided with statements regarding individualism, collectivism, indulgence, and restraint. Individualism and collectivism were formed as separate scales in separate questions, while one scale was used to test for the level of indulgence and restraint. To test for individualism and collectivism, the respondents were provided with statements based on the scales of Triandis & Gelfand (1998). The respondents were provided with statements such as 'I would rather depend on myself than others' and 'To me, pleasure is spending time with others' (ibid). To test for indulgence and restraint, statements created by Enkh-Amgalan (2016), based on the work of Hofstede (2011) and Yavuz (2014) were used. Examples of these statements are 'I feel happy' and 'I feel like I have control over my life' (ibid). For each of these scales, the respondents were asked to rank themselves accordingly on a Likert-scale (1 = Strongly disagree, 5 = Strongly agree). For each scale, higher values of agreement show a higher tendency for the cultural dimension being investigated. The scales for

measuring the cultural dimensions were included in the survey to investigate the relationship between culture and green advertisement perception.

The next section of the survey provided the respondent with five advertisement pairs. Each pair included a green advertisement and a non-green advertisement of a convenience good. This was done to allow for comparison to be made between culture and the perceptions of green advertising and non-green advertising. Convenience goods were chosen as they are fast-moving consumer goods that require frequent repurchasing, contribute to volume-based consumption and thus, contribute to a more significant effect on the environment (Kenton, 2019). Additionally, convenience goods have a low barrier to purchase which was thought to best match the buying power of the identified nonprobability convenience sample (ibid). Existing research around the advertising of convenience goods was extremely limited. Therefore, both the green advertisements and non-green advertisements of convenience goods used in this study were designed solely for this thesis and were not based on sources of secondary research.

Five products from the convenience goods category were chosen to be chocolate, cereal, yogurt, a toothbrush, and dish soap. This was done to be able to compare various green advertisements of products from different categories. For each product, a green and non-green advertisement was created. Examples of the green and non-green advertisements for chocolate can be seen in Figures 2 and 3. Both the advertisements for each product needed to be the same apart from the claims and statements used. The respondents were shown one advertisement at a time, and then asked to rate their willingness to buy the product shown in the advertisement on a Likert-scale (1 = Not willing to buy, 9 = Willing to buy).

Price: €2,49



Figure 2: Green advertisement of chocolate

Price: €2,49



Figure 3: Non-green advertisement of chocolate

In the final section of the survey, demographic questions were presented. The purpose of these questions was to better understand the sample that was studied. The respondents were asked questions regarding their age, gender, nationality, place of residency and monthly grocery budget. Please refer to the appendix to view the final version of the survey with all of the advertisements presented to the respondents.

5.3 Data Collection

The data collection for the quantitative survey was done through an online survey platform Webropol. Webropol was chosen, as access to the platform was provided by Aalto University for free of charge. The data collection for the survey occurred over a cross-sectional time horizon of three weeks due to the time limits of the thesis. The survey was distributed on several social media platforms including Facebook, Instagram, Reddit, LinkedIn and via Aalto webmail. This makes the collected sample a non-probability convenience sample. While the targeted audience was Finnish and Vietnamese individuals, the survey was kept open to all answers regardless of nationality to encourage survey participation. This form of data collection does not fully represent the populations studied, but given the time frame of the study, it was the most convenient and applicable choice.

Using an online survey for this research had advantages and limitations. The main advantages of using an online survey meant that it could easily be distributed, and anonymous responses could be gathered. This was important given the timeframe of the research project. The main limitation of using the Webropol platform meant that the advertisements the respondent saw were not randomized to ensure the respondent was not aware of the comparison happening. This needs to be taken into account when discussing the results and findings of this survey as it could potentially affect the results.

6. FINDINGS AND ANALYSIS

The following sections will discuss the findings of the survey. All statistical analysis was conducted with the SPSS software. The respondent's profile will be discussed through the demographical questions included in the survey. Reliability testing will investigate how internally reliable the scales for environmental attitude, individualism, collectivism, and indulgence were in the context of this study. The section regarding

hypotheses testing will test the hypotheses set out for this study and either reject the null hypothesis or advocate for the need for more research to be conducted.

6.1 Respondents profile

The survey was completed by a total of 81 respondents ($N = 81$). Out of these respondents 54.3% ($N = 44$) were Finnish and 16% ($N = 13$) were Vietnamese. The limited size of the sample is a major limitation of this research and thus, the results should be approached with caution and considered critically. However, in total, Finnish and Vietnamese respondents were the two largest groups of nationalities to complete the survey. Out of the total number of respondents ($N = 81$), 29.6% ($N = 24$) reported to identify as an 'Other' nationality than Finnish or Vietnamese. When questioned about the respondent's current country of residence, the majority of 72.8% ($N = 59$) of respondents answered Finland.

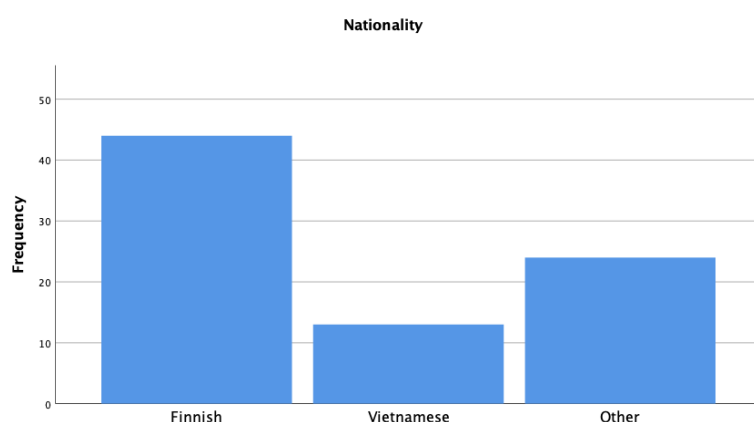


Figure 4: Nationality distribution

The gender distribution of the respondents was relatively symmetrical with 53.1% ($N = 43$) of the respondents being female, 45.7% ($N = 37$) being male and 1.2% ($N = 1$) not preferring to disclose. The ages of the respondents ranged from 17 years old to 54 years old ($M = 21$, $SD = 6.58$). Out of the 81 respondents, 59.3% ($N = 48$) were students, 17.3% ($N = 14$) were employed full-time, 16% ($N = 13$) were students employed either full- or part-time, 3.7% ($N = 3$) were employed part-time and similarly

3.7% ($N = 3$) were unemployed. When asked about the monthly grocery budget of the respondent, the three most frequent replies included 30.9% ($N = 25$) spending between €100 and €150, 21% ($N = 17$) spending between €50 and €100, and 17.3% ($N = 14$) spending between €150 and €200 on groceries per month.

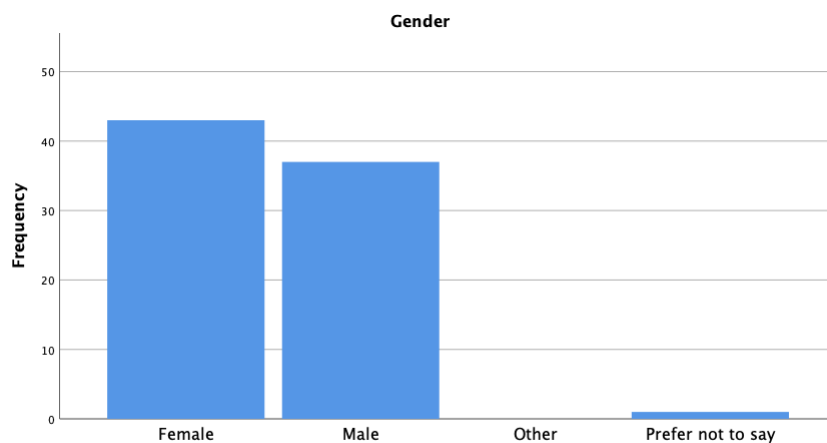


Figure 5: Gender distribution

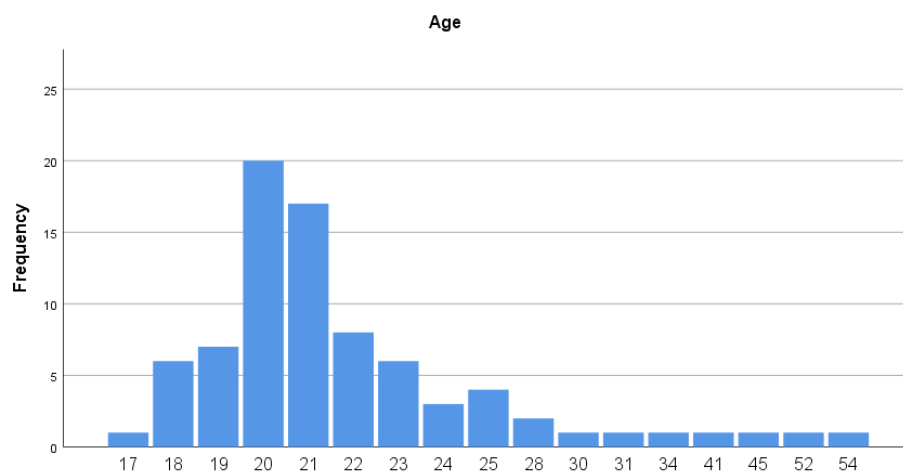


Figure 6: Age distribution

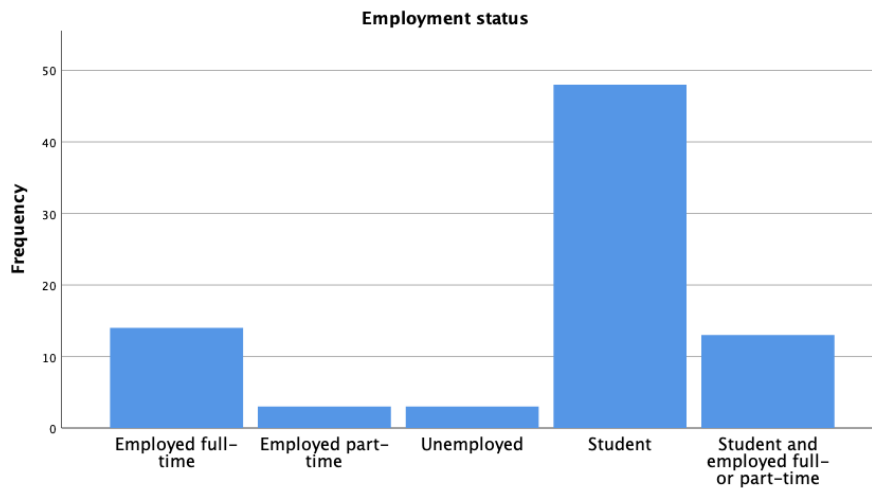


Figure 7: Employment status distribution

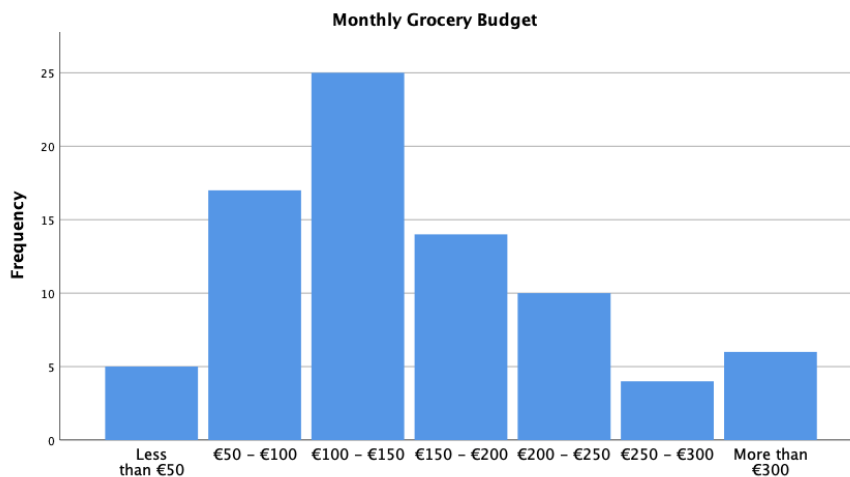


Figure 8: Grocery budget distribution

6.2 Reliability testing

To determine the reliability of the scales using the Likert-scale in this study, it was necessary to check for internal consistency. This was done by evaluating the Cronbach's Alpha (α) for each scale. In this study, Cronbach's Alpha was used to measure how closely related the used statements in each scale are, and thus indicate if the statements in these scales measure the environmental attitude or given cultural dimension of the survey sample. For a scale to have acceptable internal consistency, Cronbach's Alpha should be $\alpha \geq 0.7$ (Cortina, 1993).

The environmental attitudes were tested for on the New Ecological Paradigm (NEP) Scale (Dunlap et al., 2000). The statements provided were ranked on a Likert-scale (1 = Strongly disagree, 5 = Strongly agree). Dunlap et al. (2000) made the seven even statements ($N = 7$) of the scale measure the dominant social paradigm (DSP) and the eight odd statements ($N = 8$) measure the new environmental paradigm (NEP). An error occurred in the survey design stage, thus statements 12 and 13 were unusable and eliminated from the analysis, leaving a total of 13 correctly presented statements for investigation. Therefore, a number of $N = 6$ statements were analyzed for the DSP and a number of $N = 7$ statements for the NEP.

Reliability Statistics - DSP		Reliability Statistics - NEP	
α	N	α	N
0.614	6	0.654	7

Table 2: Reliability statistics for DSP and NEP

As both $\alpha = 0.614$ for DSP and $\alpha = 0.654$ for NEP are ≤ 0.7 , the result shows weak internal consistency for both paradigms (Cortina, 1993). However, the results obtained are not too far away from the expected $\alpha \geq 0.7$. The lack of consistency may be a result of having to exclude two faulty statements from the analysis to maximize the accuracy of the analysis for the remaining statements.

Individualism and collectivism were both measured by scales developed by Triandis & Gelfand (1998). The scale for measuring individualism consisted of eight ($N = 8$) statements and the scale for measuring collectivism also consisted of eight ($N = 8$) statements. Similarly to the NEP scale, the statements for both individualism and collectivism were ranked on a Likert-scale (1 = Strongly disagree, 5 = Strongly agree).

Reliability Statistics - Individualism		Reliability Statistics - Collectivism	
α	N	α	N
0.733	8	0.736	8

Table 3: Reliability statistics for individualism and collectivism

As $\alpha = 0.733$ for individualism and for collectivism $\alpha = 0.736$ both of which ≥ 0.7 , the results show acceptable internal consistency for both variables (Cortina, 1993).

Indulgence and restraint were measured on a single scale for indulgence, developed by Enkh-Amgalan (2016), based on the work of Hofstede (2011) and Yavuz (2014). The scale consisted of eleven statements ($N = 11$) which were ranked on a Likert-scale (1 = Strongly disagree, 5 = Strongly agree).

Reliability Statistics - Indulgence	
α	N
0.541	11

Table 4: Reliability statistics for indulgence

As the $\alpha = 0.541$ for indulgence is ≤ 0.7 , the result shows weak internal consistency (Cortina, 1993). However, removing the statement 'It is not so important that the government maintains strict order' significantly improves the internal consistency, raising it to $\alpha = 0.585$. Furthermore, removing the statement 'I think moral discipline is unimportant' improves the score to $\alpha = 0.626$. This implies that for the sample observed, these two statements did not measure indulgence as well as the remaining nine ($N = 9$) statements did. Perhaps the wording in these statements was unclear or the concept of the statement itself was unclear, which resulted in confused respondents.

Reliability Statistics - Indulgence		
α	N	
0.541	11	All statements.
0.585	10	Remove 'It is not so important that the government maintains strict order'.
0.626	9	Remove "I think moral discipline is unimportant".

Table 5: Reliability statistics for modified indulgence

6.3 Hypotheses testing

The following section will test for the three hypotheses set for this thesis.

H1: Green advertising of convenience goods increases the willingness to purchase those products.

To test for H1, a T-test had to be completed for all of the five convenience goods pairs to determine if the willingness to purchase a green convenience good is higher than the willingness to purchase a non-green convenience good. Therefore, it can be determined whether or not consumers have higher or lower perceptions of green advertising when compared to non-green advertising. The advertising for all of the products was analyzed. The full sample ($N = 81$) regardless of culture was used to test for H1.

Product	Advertisement type	Mean willingness to buy (1= Not willing to buy, 9= Willing to buy) (M)	Standard deviation (SD)	t-value (t) df=80	Sig. (2-tailed) (p)
Toothbrush	Non-green	4.91	2.15	-4.49	0.000
	Green	6.01	2.02		
Cereal	Non-green	5.44	2.35	1.33	0.189
	Green	5.10	2.02		
Yogurt	Non-green	5.19	2.20	-4.09	0.000
	Green	6.16	2.20		
Dish soap	Non-green	5.90	1.79	3.03	0.003
	Green	6.68	1.63		
Chocolate	Non-green	5.96	2.05	-2.68	0.009
	Green	6.67	2.07		

Table 6: Testing for H1

As seen in the table above, the willingness to buy was higher for all green advertised convenience goods, except for cereal. For the results to be statistically significant, the

p-value for a two-tailed T-test should be $p < 0.05$. The p-values for all of the green versus non-green advertisement T-tests fit the $p < 0.05$ criteria, except for cereal ($M = 5.10$, $SD = 2.02$) with $p > 0.05$. Therefore, the null hypothesis cannot be rejected. However, the means of the results show statistically significant support for green advertising increasing the willingness to purchase green products when compared to non-green products. Therefore, it can be said that consumers had higher perceptions of green advertisements when compared to the non-green advertisements for all of the tested products except cereal.

H2: Culture moderates the effect green advertising has on the willingness to buy of convenience goods.

H2A: Collectivistic cultures are more likely to purchase convenience goods based on green advertisements than individualistic cultures.

H2B: Indulgent cultures are more likely to purchase convenience goods based on green advertisements than restrictive cultures.

To test for H2, both of the sub-hypotheses H2A and H2B had to be tested for. Before testing for the hypotheses, the assumptions that Finnish consumers are more individualistic and indulgent, and Vietnamese consumers are more collectivistic and restrictive based on Hofstede's (2011) work had to be tested. In testing for H2, H2A and H2B, the sample size of $N = 57$ was used ($N = 44$ for Finnish and $N = 13$ for Vietnamese). Each cultural dimension was reconstructed into a variable in SPSS based on the responses to the questions the scales used. This allowed for measurements and comparisons to be made. Higher average scores for given dimensions indicate more agreement towards the dimension.

Cultural Dimension	Nationality	Mean score in given dimension (M)	Standard deviation (SD)	t-value (t) df=55	Sig. (2-tailed) (p)
Individualism	Finnish	3.34	0.64	-0.67	0.505

	Vietnamese	3.47	0.43		
Collectivism	Finnish	3.71	0.50	0.49	0.628
	Vietnamese	3.63	0.71		
Indulgence	Finnish	3.65	0.36	3.73	0.000
	Vietnamese	3.22	0.39		

Table 7: Testing for H2 on cultural dimensions

As shown by the table above, the T-test results suggesting that Vietnamese consumers are slightly more individualistic ($M = 3.47$, $SD = 0.43$) than Finnish consumers ($M = 3.34$, $SD = 0.64$). Additionally, the results show that Finnish consumers are more collectivistic ($M = 3.71$, $SD = 0.50$) with $p > 0.05$ than Vietnamese consumers ($M = 3.63$, $SD = 0.71$) with $p > 0.05$. However, the collected results are not statistically significant as the p-values for these dimensions are $p > 0.05$. Because the results obtained for individualism and collectivism are not statistically significant, the assumption that Finland (score 63) is more individualistic than Vietnam (score 20) is applied to analyzing the results (hofstede-insights.com). On the contrary, Finnish respondents were more indulgent ($M = 3.65$, $SD = 0.36$) than Vietnamese respondents ($M = 3.22$, $SD = 0.39$). The T-test results for indulgence are statistically significant as $p < 0.05$.

After examining the cultural dimensions, comparisons had to be made between the Finnish and Vietnamese responses to willingness to purchase the green products. This would show whether or not culture plays a role in green advertisement perception.

Product	Nationality	Mean willingness to buy (1= Not willing to buy, 9= Willing to buy) (M)	Standard deviation (SD)	t-value (t) df=55	Sig. (2-tailed) (p)
Toothbrush	Finnish	6.11	2.04	0.41	0.687
	Vietnamese	5.85	2.27		
Cereal	Finnish	5.31	2.36	-0.19	0.849
	Vietnamese	5.46	2.44		
Yogurt	Finnish	6.07	2.33	-0.68	0.498

	Vietnamese	6.54	1.56		
Dish soap	Finnish	6.84	1.54	0.30	0.768
	Vietnamese	6.69	1.75		
Chocolate	Finnish	7.07	1.77	2.45	0.017
	Vietnamese	5.62	2.22		

Table 8: Testing for H2 on products

The table above shows that the results for all of the green advertisements analyzed, except for chocolate, are not statistically significant because the p-values obtained for comparisons of all of the five green advertisements of convenience goods show a $p > 0.05$. The p-value for the green advertisement of chocolate and the responses of Finnish and Vietnamese respondents is statistically significant as $p < 0.05$. The differences in the means for the willingness to purchase a green product between Finnish and Vietnamese cultures can provide some insights as to how these cultures perceive green advertising. Finnish consumers were more willing to purchase the toothbrush, dish soap, and chocolate based on the green advertisements than Vietnamese consumers. Vietnamese consumers were more willing to purchase the cereal and yogurt based on the green advertisements than the Finnish consumers. As Vietnamese consumers scored higher for only two out of five green products H2A, the null hypothesis cannot be rejected. Even though Finnish consumers scored higher on three out of the five green products, the null hypothesis for H2B cannot be rejected. Therefore, for now, the null hypotheses to H2 cannot be rejected.

Hypothesis 3: Cultural values play a role in determining if a consumer falls into the green gap.

This research also aimed to investigate cultural values as drivers of the green gap. To investigate the existence of the green gap for the sample surveyed ($N = 81$) environmental attitude was reconstructed into a variable with the two statements removed for internal consistency of the scale. Then, the results of the Finnish and Vietnamese samples were compared ($N = 44$ for Finnish and $N = 13$ for Vietnamese).

Nationality	Mean score on environmental attitude (M)	Standard deviation (SD)	t-value (t) df=55	Sig. (2-tailed) (p)
Finnish	2.75	0.57	0.70	0.289
Vietnamese	2.95	0.70		

Table 9: Testing for H2 on products

The table above shows that again, the result gathered is statistically not significant because the p-value shows $p > 0.05$. However, Vietnamese respondents had a slightly higher average score for environmental attitude than Finnish respondents.

Next, the environmental attitudes of Finnish and Vietnamese respondents had to be compared to their willingness to purchase the green products depicted in the advertisements. To study the relationship between environmental attitude and willingness to buy, a correlation analysis had to be conducted for each green advertisement. This would reveal if environmental attitudes were reflected in an increased willingness to purchase the green products.

Finnish Environmental Attitude Correlated to Finnish Willingness to buy		
Product	Correlation (r)	Sig. (2-tailed) (p)
Toothbrush	-0.303	0.046
Cereal	-0.060	0.700
Yogurt	-0.086	0.577
Dish soap	-0.287	0.059
Chocolate	-0.198	0.197

Table 10: Testing for Finnish environmental attitude and willingness to buy

Overall, the results obtained from this analysis are not statistically significant because $p > 0.05$ for all products except for the toothbrush. However, the results do show that the correlation between Finnish attitudes and willingness to buy was negative. The results indicate a weak linear relationship. The relationship between environmental attitude and willingness to buy is inversely related. Thus, the higher the respondent

scored on the environmental attitude scale, the less likely they are to buy the green product portrayed in the advertisement. Therefore, the Finnish respondents fell into the green gap.

Vietnamese Environmental Attitude Correlated to Vietnamese Willingness to buy		
Product	Correlation (r)	Sig. (2-tailed) (p)
Toothbrush	-0.470	0.105
Cereal	-0.475	0.101
Yogurt	-0.380	0.200
Dish soap	-0.162	0.598
Chocolate	-0.274	0.366

Table 11: Testing for Vietnamese environmental attitude and willingness to buy

Similar to the results of the Finnish respondents, the Vietnamese responses are inversely related and not statistically significant. The Vietnamese results indicate a moderately negative linear relationship. The Vietnamese correlations for the toothbrush ($r = -0.0470$), cereal ($r = -0.475$), yogurt ($r = -0.380$) and chocolate ($r = -0.274$) are higher than those corresponding results of Finnish respondents ($r = -0.303$, $r = -0.060$, $r = -0.086$, $r = -0.198$). Therefore, it can be said that both cultures show that when a respondent gave a higher score on the environmental attitude scale, the less likely they were to buy the green product portrayed in the advertisement. However, the Vietnamese respondents showed a stronger negative relationship between environmental attitude and willingness to purchase green products.

The results from both cultures support the existence of a green gap and thus the null hypothesis for H3 cannot be rejected and H3 cannot be accepted. In this research, the Vietnamese respondents were found to demonstrate a slightly stronger tendency for the green gap than the Finnish respondents. However, as the samples were small, more research needs to be conducted to explore culture as a driver of the green gap.

7. CONCLUSIONS AND DISCUSSION

The final sections of this thesis will discuss the main findings of this study and compare them to the findings of previous research, discuss implications for international business, cover the limitations of this study and provide suggestions for future research.

7.1 Main Findings

Concerning RQ1, this study found that customers are more willing to buy green convenience goods based on the given advertisements than a similar non-green option. This was true in the cases of the green advertisements for the toothbrush, yogurt, dish soap, and chocolate. Similar findings have been discovered in past research (Boztepe, 2012; Aagerup et al., 2019). However, as the results for the green advertisement of cereal did not follow the trend of the other products, H1 could not be accepted. This study finds that given all other features of the product remain the same, including the price of the products, the willingness to purchase green convenience goods is higher than that of their non-green alternatives. Therefore, when culture is not a factor, the perceptions of green advertisements are more positive than those of non-green advertisements.

The main findings for RQ2, H2, H2A, and H2B were counterintuitive. The examined sample showed that Finnish consumers were marginally more collectivistic than Vietnamese consumers, unlike what past research has shown (hofstedeinsights.com). However, the result was not statistically significant and was likely an error resulting from the small sample that was used. The results for indulgence were found statistically significant and Finnish consumers were found to be more indulgent than Vietnamese consumers, which aligns with previous findings (ibid).

To examine H2A and H2B the assumptions that Finnish consumers are more individualistic and indulgent were kept, despite what the survey results showed, as the results were statistically not significant. Similarly, the results obtained for H2A and H2B

were not statistically significant. However, for three out of the five product pairs, Finnish consumers showed a higher willingness to purchase the green product than Vietnamese consumers. The means of the results show a slightly higher tendency for individualistic cultures to purchase green products. This is unexpected as previous research has demonstrated collectivism to act as a driver for green purchasing (Laroche et al., 2001; Nguyen et al., 2017).

Similarly, as Finnish consumers were found to be more indulgent and score higher means for three out of the five products, the results support H2B without being able to accept it. Overall, the findings support the idea that more individualistic and indulgent cultures may be more slightly likely to purchase green products. Therefore, individuals from individualistic and indulgent cultures may have marginally more positive perceptions of green advertisements than those from more collectivistic and restrictive cultures. This may be a result of individualistic cultures adapting to new ideas and behaviors at faster rates than collectivistic cultures (Triandis, 1972). These results are contrary to the findings of Nguyen et al. (2017) who proposed that collectivism directly and positively affects green purchasing behavior. However, as the hypotheses could not be accepted, more research needs to be conducted on culture and green advertising with larger sample sizes.

As discussed by earlier research (Gupta & Ogden, 2009; Gleim & Lawson, 2014), the findings of this research also suggest the existence of an attitude-behavior gap, also known as the green gap. Regardless of culture, both Finnish and Vietnamese consumers demonstrated that scoring higher on the environmental attitude scale was not reflected in their willingness to purchase green products. The findings of this research are similar to those of Kim and Choi (2005) who found the relationship between cultural values and willingness to purchase green products nonsignificant, thus suggesting a weak relationship between these variables. Therefore, H3 could not be accepted as both cultures displayed similar behavior regarding showing a positive environmental attitude but not reflecting this in their purchasing decisions. However, the Vietnamese respondents did show a slightly more significant inverse relationship than the Finnish respondents did. Additionally, Vietnamese respondents scored a slightly higher average on the environmental attitude scale. These findings support those of McCarty and Shrum (2001) and Laroche et al. (2001), in which collectivistic

individuals were shown to demonstrate higher considerations for the environment than individualistic individuals. This may be a result of the collectivistic mindset, in which the “we” form of thinking is more important and prevalent than the “I” mindset (Hofstede, 2011). However, as the sample sizes were limited, this thesis cannot conclude that culture is a driver of the green gap. More research should be conducted on culture as a driver of the green gap with larger sample sizes.

As discussed in this section, the results gathered for the individualism versus collectivism dimension were counterintuitive and thus the possible reasons should be addressed. The collected sample consisted mainly of answers from students at Aalto University who are studying at the International Business program. It is highly likely that the sample used for both Finnish and Vietnamese respondents consists of individuals who demonstrate a higher tendency for an international mindset than the average population. This in combination with a small sample size may have contributed to the findings being contradictory to those of Hofstede (hofstedeinsights.com). Alternatively, the globalization of culture could provide an explanation as to why Vietnamese respondents scored higher in individualism than Finnish respondents and the demonstration of similar behavior towards the attitude-behavior gap for both cultures. Crane (2002) identifies cultural globalization as the transmission or diffusion of culture (eg. ways of life and popular opinions) across national border through media. Perhaps the results obtained in this thesis provide a look into how cultures can merge to behave and think similarly towards green advertisements especially given that the sample used consisted of internationally minded individuals.

7.2 Implications for International Business

The scale and reliability of the results gathered in this study are not enough to provide definitive answers and thus they should be used in combination with previous and future academic resources. The main takeaways for businesses concern the ability to gain a competitive advantage through green products, targeting individualistic and indulgent cultures, and acknowledging and understanding that pro-environmental attitudes are not necessarily reflected in the buying behavior of consumers.

This thesis showed that regardless of culture, consumers portray a higher willingness to buy green products in comparison to the non-green alternatives. The underlying assumption given is that the price and features of the products stay the same. This suggests that if international businesses can produce green alternatives to be sold at the same price as non-green products, customers would be more willing to buy the green product. Therefore, businesses may be able to gain a competitive advantage over their non-green competitors regardless of the country in which they operate. These companies would be able to improve their reputation through producing green products. However, it should be noted that gaining a competitive advantage with similarly priced green products may not be simple or financially feasible for smaller companies. Initial spending on research and development to innovate better green alternatives and manufacturing those products can be expensive. However, over time it could develop to be an advantage.

Furthermore, as individualistic and indulgent cultures showed a slightly higher tendency to purchase green products, it may make sense for an international business to target their green advertising efforts at those cultures. Especially indulgence is a positive sign that consumers are more willing to spend larger amounts of their disposable income and try out new products. This would benefit the company in the form of increasing sales numbers, especially if large sums of money have been invested in developing the products. It is also important to search for these dimensions of cultures in countries that offer government incentives for producing green products. These financial incentives can provide aid for the initial research and development that is required. It could also assist in keeping price levels close to the prices of non-green alternatives. Therefore, in the long-term a competitive advantage could be achieved.

Finally, an important implication for international businesses to understand is the green gap. It appears to exist regardless of culture. Even if a country scores high on an environmental attitude measurement scale, the positive attitudes are not necessarily reflected in their willingness to purchase green products. This means that factors outside of environmental attitudes drive green purchasing behavior. Therefore, managers must consider factors such as willingness to pay and the personal ethical motives of consumers, when deciding which populations to target with green

advertising (Moser, 2015). By understanding which populations to target, the business can best create successful green advertising strategies.

7.3 Limitations of the research

The research conducted for this Bachelor's thesis has several limitations including the sample used, the achieved response rate, the lack of randomization, the error in the NEP scale, and the lack of consideration for generational effects.

The sample that was used has several limitations. It was a nonprobability convenience sample and therefore, it does not represent the population (Finnish and Vietnamese consumers) sampled in the best possible way. The convenience sample gathered was small, especially the Vietnamese sample. One of the reasons for this was the difficulty of attracting participants and engaging them to complete the survey. This was found especially true in the case of Vietnamese respondents which were difficult to attract and engage. The response rate was found to be 21.8% with 81 completed responses and 371 potential responses (survey was opened). This is an important limitation to consider, as larger sample sizes could have had a significant effect on the results collected. Especially a larger Vietnamese sample would have better reflected the attitudes and cultural values of the population. Additionally, the rate of surveys completed, to surveys that were started was 61.8%. This suggests that almost 40% of respondents that begun to answer the survey questions, did not complete the survey. One potential reason for this may be the several scales used at the beginning of the survey that could have contributed to "survey fatigue" resulting in the respondents becoming frustrated or tired of the questions and therefore quitting the survey.

A limitation with the survey platform of choice was the inability to easily randomize the advertisements that were shown to each respondent. This could have given different results for willingness to purchase the product, as respondents would not have been aware of the comparison that was being made. Similarly, no forced-choice questions between the product pairs were included to keep the length of the survey reasonable. However, this could have given an idea as to whether or not customers would choose the product based on the green advertisement or non-green advertisement if they had

to make the choice. A limitation with the survey itself was the error that was made in the formation of the NEP scale which resulted in two statements being excluded from the analysis. Given that all of the statements could have been used, the internal validity of the scale could have been improved and results may have had better statistical significance.

The final limitation with this research was the lack of consideration given to other factors than culture in determining the willingness to buy green products. As 75.3% of respondents were students (including those who are employed) and the majority of respondents were in the age range of 19 to 25, the possibility of a generational effect on the willingness to buy green products could have been a variable to consider outside of culture. Most of the respondents were born after 1995, and thus a part of Generation Z. Generation Z is known for its search for truth, being more ethically aware and valuing knowing the truth about what is happening around them (Francis & Hoefel, 2018). Therefore, it could be a possibility that respondents showed positive attitudes as a generational effect, regardless of the culture they come from.

7.4 Suggestions for Further Research

This thesis showed that individualistic and indulgent cultures have slightly more positive perceptions of green advertisements. However, more research should be done as the sample sizes were small which led to inconclusive results. Similarly to the conclusions of De Mooij (2017), this research also concludes that more research needs to be concluded on indulgence as a driver of consumer behavior.

Additionally, culture was not found to be a driver of the green gap in this research. However, as the sample sizes were limited, more research should be conducted on this as the findings in the field have been contradictory.

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9. APPENDIX

Appendix 1: Survey

Thank you in advance for answering the survey! The purpose of this survey is to gather data for the Bachelor's thesis research project. The topic of investigation is green advertising. The survey will take approximately 7 minutes of your time. This research is being conducted under the supervision of Professor Paurav Shukla. The data gathered will only be used for the purpose of the thesis. You may quit the survey at any time if you wish to not proceed. I thank you for your participation and help in advance. In case of any questions, do not hesitate to contact me at eveliina.autio@aalto.fi.

The following section contains statements about attitudes towards the environment.

To what extent do you agree with the following statements: *

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
We are approaching the limit of the number of people the Earth can support. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Humans have the right to modify the natural environment to suit their needs. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When humans interfere with nature it often produces disastrous consequences. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Human ingenuity will ensure that we do not make the Earth unlivable. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Humans are seriously abusing the environment. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Earth has plenty of natural resources if we just learn how to develop them. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plants and animals have as much right as humans to exist. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The balance of nature is strong enough to cope with the impacts of modern industrial nations. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Despite our special abilities, humans are still subject to the laws of nature. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The so-called "ecological crisis" facing humankind has been greatly exaggerated. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Earth is like a spaceship with very limited room and resources. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Humans were meant to rule over the rest of nature. The balance of nature is very delicate and easily upset. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Humans will eventually learn enough about how nature works to be able to control it. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If things continue on their present course, we will soon experience a major ecological catastrophe. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The following sections contain statements about attitudes towards personal life.

To what extent do you agree with the following statements: *

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I would rather depend on myself than others. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I rely on myself most of the time; I rarely rely on others. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often do my "own" thing. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My personal identity, independent of others, is very important to me. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important that I do my job better than others. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Winning is everything. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Competition is the law of nature. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When another person does better than I do, I get tense and aroused. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent do you agree with the following statements: *

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
If a coworker gets a prize, I would feel proud. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The well-being of my coworkers is important to me. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To me, pleasure is spending time with others. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel good when I cooperate with others. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parents and children must stay together as much as possible. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is my duty to take care of my family, even when I have to sacrifice what I want. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family members should stick together, no matter what sacrifices are required. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to me that I respect the decisions made by my groups. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent do you agree with the following statements: *

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I feel happy. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time off from school or work is important to me. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having friends is important to me. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel like I have control over my life. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel like my gender does not determine the roles I take on in life. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If someone smiles at me, I consider it normal. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important that I can freely speak what is on my mind. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is not so important that the government maintains strict order. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think saving money is unimportant. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think moral discipline is unimportant. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think household tasks should be shared equally between partners. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In the following questions, you will be shown several advertisements. Please examine each advertisement carefully and state your willingness to buy on a scale from 1 (not willing to buy) to 9 (willing to buy).

Dentist recommended!

BPA free

Deep cleans teeth



Price: €1,95

How willing are you to buy the product based on the advertisement above? *

	1	2	3	4	5	6	7	8	9	
Not willing to buy *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Willing to buy

100% biodegradable

BPA free

Environmentally friendly choice.



Price: €1,95

How willing are you to buy the product based on the advertisement above? *

	1	2	3	4	5	6	7	8	9	
Not willing to buy *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Willing to buy

Price: €2,29



Non GMO and Organic!

Made from responsibly grown corn.

Good source of vitamins.

How willing are you to buy the product based on the advertisement above? *

	1	2	3	4	5	6	7	8	9	
Not willing to buy *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Willing to buy

Price: €2,29



The original and loved recipe!

Made from real corn.

Good source of vitamins.

How willing are you to buy the product based on the advertisement above? *

	1	2	3	4	5	6	7	8	9	
Not willing to buy *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Willing to buy

Price: €0,80



Made using whole milk.

New and improved recipe!

Great source of calcium.

How willing are you to buy the product based on the advertisement above? *

	1	2	3	4	5	6	7	8	9	
Not willing to buy *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Willing to buy

Price: €0,80



New packaging reduces
CO2 emissions!

Made using organic
whole milk.

Our foil lids reduce plastic
and water waste.

How willing are you to buy the product based on the advertisement above? *

	1	2	3	4	5	6	7	8	9	
Not willing to buy *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Willing to buy

Price: €2,50



How willing are you to buy the product based on the advertisement above? *

	1	2	3	4	5	6	7	8	9	
Not willing to buy *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Willing to buy

Price: €2,50



How willing are you to buy the product based on the advertisement above? *

1 2 3 4 5 6 7 8 9

Not willing to buy * ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Willing to buy

Price: €2,49



How willing are you to buy the product based on the advertisement above? *

1 2 3 4 5 6 7 8 9

Not willing to buy * ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Willing to buy

Price: €2,49

YOU deserve to treat yourself while taking care of the Earth!

Chocolate made using organic ingredients.

Fairtrade and delicious.

How willing are you to buy the product based on the advertisement above? *

	1	2	3	4	5	6	7	8	9	
Not willing to buy *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Willing to buy

Thank you for getting this far in the survey! Before finishing the survey, please answer the following questions about yourself.

What is your age in years? *

What is your nationality? *

- ☐ Finnish
- ☐ Vietnamese
- ☐ Other, please specify:

In which country do you currently reside? *

What is your gender? *

- ☐ Female
- ☐ Male
- ☐ Other
- ☐ Prefer not to say

Current employment status *

- ☐ Employed full-time
- ☐ Employed part-time
- ☐ Unemployed
- ☐ Student
- ☐ Student and employed full- or part-time

What is your monthly grocery budget? *

- ☐ Less than €50
- ☐ €50 - €100
- ☐ €100 - €150
- ☐ €150 - €200
- ☐ €200 - €250
- ☐ €250 - €300
- ☐ More than €300